

CLAIMS

What is claimed is:

- 5 1. A method of public distribution of printed matter, the method comprising the steps of:
assembling a quantity of a plurality of new printed matter ready for public sale; shipping
the new printed matter to a selected sales venue; displaying for sale, the new printed
matter, at the selected sales venue, for a selected period of time; shipping all of an unsold
portion of the new printed matter to a further selected sales venue; displaying, the unsold
10 portion of the new printed matter, at the further selected sales venue, for the selected
period of time; selling the unsold portion of the new printed matter; repeating the steps
of shipping, displaying and selling of each consecutive unsold portion of the new printed
matter for plural selected sales venues.
2. The method of claim 1 wherein the printed matter is books.
- 15 3. The method of claim 1 wherein the sales venues are countries.
4. The method of claim 3 wherein the shipping, displaying and selling of the unsold portion
of the new printed matter is a premier publishing event within each of the selected sales
venues.
5. The method of claim 1 wherein the displaying is executed at bookstores.
- 20 6. The method of claim 1 wherein the selected period of time is for approximately one
month.
7. A method of distribution of publications comprising the steps of: establishing a plurality
of publication sales venues represented by V1, V2, V3...; distributing a plurality of
publications on a fixed recurring schedule such that P1, P2, P3... represent the plurality
25 of publications distributed at times 1, 2, 3... respectively; placing Px on sale sequentially
at the Vy where x takes on the values of 1, 2, 3... in turn and y distinguishes the venues.